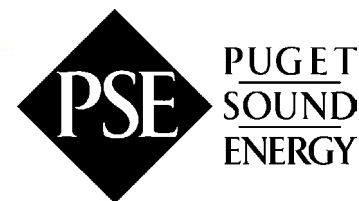




Northwest ENERGY STAR® Residential Lighting Program

Innovative Approaches To High Efficiency Lighting



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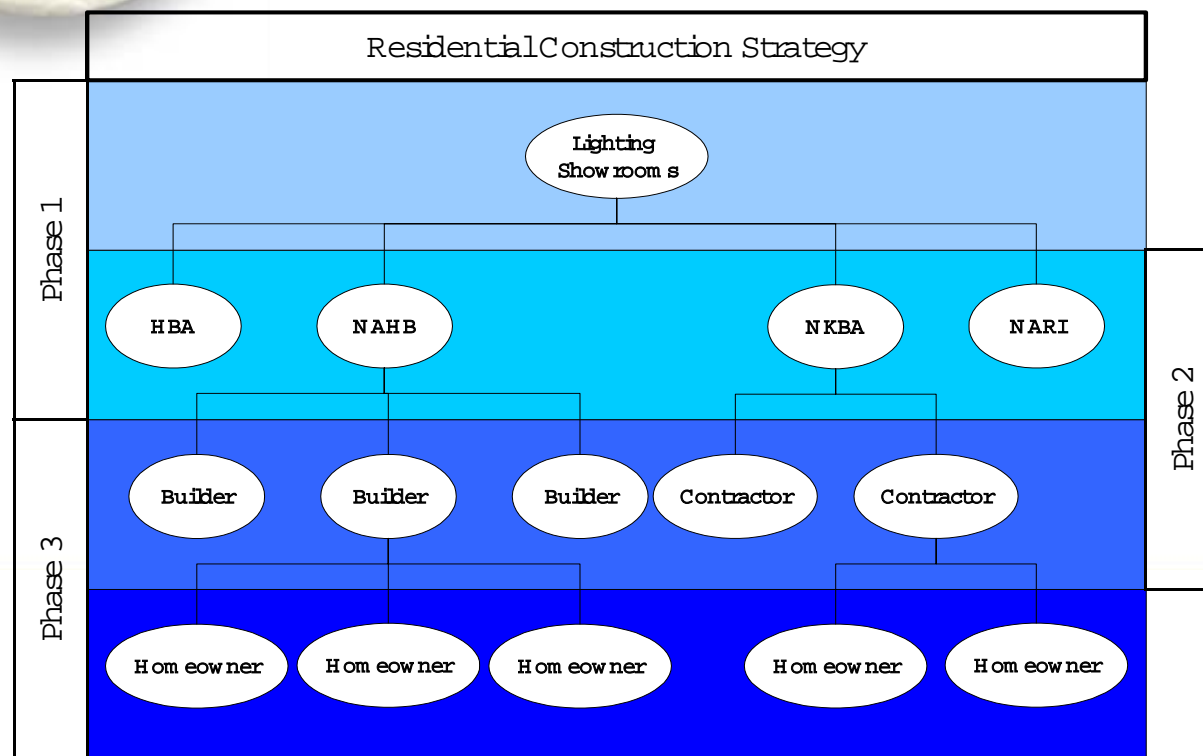
Residential Construction/Remodel Strategy

The Alliance ENERGY STAR Residential Lighting Program investigated a strategy to include efficient lighting in residential construction. This effort suggested the following approach:

- Multi-year
- Multi-layered
- Builds on a foundation of training and education
- Three phases of implementation are recommended



Strategy



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Phase 1: Lighting Showroom Focus

- Market actors that best leverage existing resources and relationships while jump starting market transformation
- Broadest sphere of influence
- Interface with a large and varied audience
- More than 100 lighting showrooms in the Pacific NW
 - Started with the ALA Showrooms in 2003



Tools

Resources Available to Help Market Actors Sell ENERGY STAR Lighting Products

- Web-Site & Brochure
- Training Curriculum
- Co-op
- Field Staff
- Lighting Showroom Pocket Guide
- Incentives
- Spiffs



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2003/2004 Accomplishments

- Lowe's reset five (5) NW stores with a 32' bay of ENERGY STAR lighting products
- Launched lighting showroom/electrical distributor outreach
- Partnered with EPA on targeted Northwest showrooms
- Solicited utility interest in supporting fixture programs



Lowe's Fixture Reset

Lowe's partnership significantly increased availability of ENERGY STAR lighting fixtures in the Northwest.





Seattle Lighting Promotion

- Seattle Lighting is largest chain of lighting showrooms in the region, with 14 stores in OR, WA and ID
- Utilities and Alliance offered a product buy-down of \$20 per fixture for ENERGY STAR light fixtures
- Promoted 33 decorative fixtures from the Sea Gull Lighting product line
- Goal—stock, promote and sell 200 fixtures from each of the 6 Seattle Lighting WA locations



Seattle Lighting Promotion

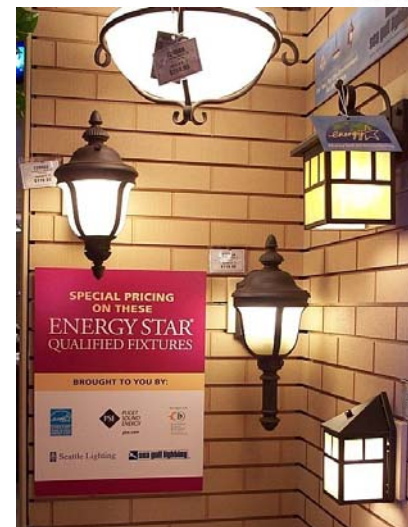
- Utilized Seattle Lighting's four-page advertising newspaper tabloid to reach more than 535,000 consumers
- Trained showroom sales staff
- Offered sales "spiffs"— 2% of the total listed price
- Created point-of-purchase marketing materials



Did you know? There is now a complete offering of fashionable, as well as functional, energy efficient products at sale prices!



Sea Gull Fixture Display



“Seattle Lighting is excited to be participating in a residential lighting program that promotes ENERGY STAR. We are proud to offer our retail customers a quality line that is both energy-efficient and aesthetically pleasing.”

Dave McKee, COO, Seattle Lighting



Seattle Lighting Results

<u>City</u>	<u>Utility</u>	<u>Quantity Sold</u>
Tacoma	TPU	169
Everett	SnoPUD	242
Southcenter	PSE	209
Bellevue	PSE	420
Silverdale	PSE	96
Seattle	SCL	201
		1337

Results from October 2003 through March 2004



North Coast Electric

- North Coast Electric ranks among the country's top 25 largest electrical distributors
- Conducted six "Customer Appreciation" days in fall 2003 that promoted ENERGY STAR
- Sparked interest in supporting utility fixture programs
- North Coast recently purchased Alexander's Lighting
- Currently in negotiations with PSE and Tacoma Power



North Coast Electric

“North Coast Electric recognizes the importance of light fixtures for achieving energy savings, and is interested in participating in programs that target residential consumers.”

- Joe Sacquitne, Commercial Sales Manager,
North Coast Electric



What We've Learned

- Industry is interested in partnering to promote energy efficient lighting
- Increased market variety and availability of decorative fixtures is needed
- Products must be aesthetically pleasing as well as efficient
- Utility support is needed to motivate the market
- Program durations of 2 years or more is desired
- Regional consistency is best
- Programs must be easy



Contact Information

- John Zugel – Ecos Consulting
Zugel@ecosconsulting.com
(503) 525-2700 ext 114
- Brian Simmons – Ecos Consulting
Bsimmons@ecosconsulting.com
(503) 525-2700 ext 117
- Brooke Marshall – Ecos Consulting
Bmarshall@ecosconsulting.com
(503) 525-2700 ext 129